

RJR PREMIUM/SAVINGS PRICE ROLLBACK PROCEDURES**OBJECTIVES**

- Achieve an orderly RJR product flow through price reduction process.
- Neutralize PM strategies and tactics.
 - Encourage product flow through period
 - Sell down PM program where high inventory levels exist
 - Encourage one-time price change of all products
- Protect RJR share and volume during the transition period via couponing/buydown promotions.
- As soon as prices are reduced, clearly communicate "new lower prices" in each call.

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PRICE REDUCTION FLOW THROUGH TIMETABLE

- July 28 - Letter sent to retailers announcing RJR Rollback policy.
- August 2-20 - Implement retail rollback procedures.
- August 2-4 - Reps reconcile car stock.
- August 5-6 - Inventory all direct buying customers ship to locations (military/institutions excluded).
- August 5-6 - Suspend RJR shipments to direct accounts.
- August 6 - New rollback POS materials arrive in Field.
- August 6 - Pricing kits/guidelines arrive at retail accounts.
- August 6 - Last day for direct accounts to return unsaleable goods at higher price point.
- August 9 - Direct accounts begin shipping at new price.
- August 9-20 - Selectively promote W/C/D to maintain pricing parity. Where applicable, secure rollback POS/pricing communication.
- August 20 - Final day for placement of coupons/VPRs/buydowns (full-price and Savings).
- August 23 - September 3 - Rapid coverage, K, A, B accounts. Secure/maintain rollback POS/pricing communication.

DIRECT ACCOUNTS

On Thursday, August 5, or Friday, August 6, 1993, a physical inventory should be taken at each respective RJR direct buying customer ship to address (stamping location) only. If product is not located at the ship to location address, the product will not be considered as part of the inventory count. The following full-price and mid-price brands should be inventoried:

WINSTON
SALEM
CAMEL
VANTAGE
MORE

NOW
CENTURY
DORAL
STERLING
MAGNA

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Special Notes

- Vending - Only direct buying vending customers should have their warehouse inventory counted. Any product already in vending machines (direct vendors/indirect independent vendors) will not be considered for any inventory count.

The following are exceptions and should not be inventoried:

- WINSTON \$4.00 off invoice UPC product
- VANTAGE \$5.00 off invoice Convertible Box product
- SALEM \$5.00 off invoice UPC product
- These promoted brand styles should be allowed to sell through and will not be bought down at direct accounts.

The intent of this inventory is to allow wholesalers to begin selling at the new list price effective August 9, 1993.

Procedures

1. Where necessary, appointments should be set up with your customers.
2. Only full cartons of RJR product packed within normal RJR cartons and cases should be inventoried (no loose packs).
3. Do not inventory staged for delivery orders to retail and unsaleable product.
4. Complete the enclosed inventory form only. Report all inventories in total cartons. Calculate total amount due as indicated on the form.
5. Inventory all B1G1F/B5G5F product in actual cartons on the inventory sheet on the appropriate B1G1F line. Direct accounts will receive 1/2 the reduction reimbursement per B1G1F carton.
6. 100% gratis product should not be included in your inventory.
7. Review inventory with authorized account personnel and have the inventory sheet signed by the account.
8. All completed inventory sheets should be sent to the division office. Division office should verify that all accounts have been contacted. Send direct account forms in total to Tobacco Customer Services, Attention: Anne Reid. (Attach a scroll list of direct accounts in your division.) Packet of forms should be received from each division no later than August 13.

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9. To speed implementation, it is not necessary to mark/sticker inventoried product.
10. Product shipment by wholesalers to retail should reflect the new list price beginning August 9, 1993.
11. Direct accounts will receive a credit memo compensating for the rollback price differential as soon as practical following the inventory.

Pricing

Beginning with shipments for delivery of August 9, 1993, the RJR new list price for standard King size and 100s product is as follows:

WINSTON, SALEM, CAMEL, VANTAGE, MORE, NOW, HORIZON
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Kings & 100s	647.40/case	10.79/carton	53.95/M
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DORAL, STERLING, MAGNA, MONARCH, Best Value

Kings & 100s	485.40/case	8.09/carton	40.45/M
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CENTURY*, King & 100s	518.40/case	10.80/carton	43.20/M
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* Century's invoice price will vary by locality based on state and local tax differential adjustment.

NOTE: Please carefully read the attached customer letter sent to all domestic customers (excluding military and institutions) on July 27.

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RJR Rollback Inventory Form

DATE: _____

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Account SIS #: _____
 Account Name: _____
 Account Address: _____
 Division Name/ #: _____

Price Reduction Credit Memo

Brands		Carton Price Reduction	Carton Inventory Count	Amount Due
WINSTON, SALEM, CAMEL, VANTAGE	85s	3.630	x _____	\$ _____
MORE, NOW, HORIZON, CENTURY	100s	3.930	x _____	\$ _____
* Full-Price B1G1F/B5G5F	85s	1.815	x _____	\$ _____
	100s	1.985	x _____	\$ _____
		Total Premium Brands		\$ _____
DORAL, STERLING, MAGNA	85s	2.400	x _____	\$ _____
	100s	2.650	x _____	\$ _____
		Total Mid-Price Brands		\$ _____
		Total Amount of Credit Memo		\$ _____

- WINSTON \$4.00 off, VANTAGE \$5.00 off, SALEM \$5.00 off invoice product should not be included in the inventory count.
- 100% gratis product should not be inventoried.
- All forms should be signed by both the account and an RJR Representative.
- Leave one completed copy of this form with the account.

 RJR Representative

 Account Person Signature
 Verifying Inventory

 Title

- * For simplicity, list the full carton inventory count of B1G1F product, using the one-half price reduction rate to calculate the amount due.

All forms should be returned to your division office. Divisions should mail completed forms for all division direct accounts at one time to:

Attention: Anne Reid
 Customer Services Department
 R. J. Reynolds Tobacco Company
 P. O. Box 2959
 Winston-Salem, NC 27102
 800-862-4338

Customer Service Use Only

Reason Code 657 (Price Adjustment)

 Entered by

Pseudo Code _____ (Misc. Price Adjustment)

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CAR STOCK RECONCILIATION

Every effort should be made between now and July 30 to minimize car stock inventory on Sales Representative's vehicles. Management must make arrangements with all pick-up jobbers to accept Sales Representative's car stock product for credit between August 2-4. Credits will need to be issued at the dollar value of the inventory returned. Between August 2-4, all employees must turn in their car stock to their pick-up jobbers for credit. In the event a Sales Representative is unable to return their product (i.e., vacation, sickness), arrangements must be made within the division to have the product returned. **No reimbursements will be made to Sales Representatives who fail to return their car stock product by August 4 to pick-up jobbers.**

Place damaged and unsaleable product in returned goods inventory for return to Winston-Salem by August 4. Saleable product must be returned to the jobbers inventory or secured in a separate area for the Representative to pick up again after the wholesalers physical inventory has been taken.

IMPORTANT: If the Sales Representative's product is secured in a separate location, ensure the product is counted during the physical inventory process at the account on August 5 or 6.

After the physical inventory has been taken and new prices have been established, the Representatives can repurchase product from the account at the new lower prices using their credit against their purchases. During third quarter, division/district management will need to conduct solvency checks on all employees and reduce Field Sales operating funds, if applicable, based on the new lower pricing structure.

RETAIL COVERAGE/PROCEDURES

I. August 2 - 20

Concentrating on K, A and B accounts, focus on achieving the following objectives.

1. Sell/explain our flow-through retail rollback strategy. (A letter has been sent the week of July 26 to all retailers explaining our strategy - copy attached).
 - Maintain current price levels until average on-hand higher priced inventory is sold.
 - Begin replenishing inventory with new lower priced inventory August 9, 1993.
 - Encourage retailers to reduce prices of all brands simultaneously to reduce store and consumer confusion.

Explain to retailer that they can use signage they receive in rollback POS kit, which will be mailed to each store, to advertise new lower price when they decide to roll back the price in their store.

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Important: Sales Reps should not discuss with retailers how much we have reduced prices or what the new wholesale prices to them will be. Refer all questions regarding retailer prices to the retail accounts' supplier.

2. Achieve price parity wherever possible for WINSTON, CAMEL and DORAL. Ensure all on-hand inventories of WINSTON, CAMEL and DORAL styles are competitively price promoted vs. Marlboro and Cambridge/Basic.
3. Place/maintain signage to reflect what is happening at retail. Prior to the price rollback, utilize existing signage. As prices are lowered, utilize RJR rollback POS. Price communication should be prominently displayed in all retail calls.
4. Effective August 20, suspend placement of all coupons/VPRs and promotional buydowns. It will not be necessary to remove (unplace) any previously applied coupons or VPRs from any RJR product. All previously applied coupons should be allowed to sell through.
5. To the extent that it does not jeopardize objectives 1-3 above, continue normal work plan activities on Select Lights, MONARCH, CAMEL, DORAL and our WINSTON \$.40/\$4.00 product.

NOTES

- CAMs and Division Managers with chain headquarters responsibility should immediately begin contacting their chains to explain our flow-through strategy. Chain headquarters determined rollback dates, along with any exceptions to the above strategy should be communicated to Sales Representatives by August 6, 1993.
- Reps should begin contacting high volume independents first to provide time for receiving chain communications.
- You should strive for execution parity in each retail outlet called upon. Utilize coupons/VPRs/buydowns selectively, especially after August 9. It should not be necessary to promote if our product prices have already been rolled back and we are at parity with competition.

II. August 23 - September 3

Work rapid coverage as needed concentrating on the following three objectives:

1. Rollback Pricing - Secure rollback pricing communication in all K, A and B calls and in C calls as applicable.

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2. WINSTON Select - Assure POS, price points, displays, distribution, etc. are maintained.
3. Savings - Continue aggressively promoting MONARCH and assure parity with DORAL vs. Cambridge. DORAL "New Lower Price" stickers will be available for use where Cambridge or other Savings cartons may be similarly marked, and should be used as necessary to match competitive carton activities.

III. September 7

Resume normal work plan activities.

RJR SPECIAL MARKED PRODUCT

Specially marked (flagged) \$.40/\$4.00 WINSTON, \$.50/\$5.00 VANTAGE Convertible Box and \$.50/\$5.00 SALEM Gold will not be reduced in price as these products already reflect a price reduction. We will maintain current pricing on specially marked product while supplies last.

Pricing determination of remaining inventories of WINSTON/SALEM/VANTAGE special UPC (sniped product) should be left to retail discretion. The new rollback POS should be used to communicate the pricing as either:

- "New Low Price Less Sniped Value"

OR

- "New Low Price Reflects Marked Price Reduction"

Every effort should be made to sell WINSTON special UPC product through at retail.

COUPONS

Do not return any coupons to Winston-Salem at this time. Further information and details will be communicated to you in the near future. Do not implement any changes in CMS until such details are forwarded to you.

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VENDING

Direct vendors should be handled in the same manner as direct accounts when taking inventory (See Direct Accounts Section). No further action is necessary for direct or indirect vendors as they should determine their own pricing strategies and timing.

MILITARY

You will be advised at a later date regarding changes and procedures.

PRICE REDUCTION RETAIL POS KIT

To assist in communicating the new price points at retail, a kit containing various price communication POS items will be shipped to all retail accounts. These POS kits should arrive no later than August 6, 1993.

Retailers will be instructed in the accompanying letter to place the POS items effective when they reduce their retail price (copy attached).

The following items will be automatically shipped to all retail accounts:

<u>Item</u>	<u># Per Kit</u>
Full-Price Large Vertical Paster	1
Full-Price Small Vertical Paster	1
WINSTON/CAMEL Starburst	1
Savings Large Vertical Paster	1
DORAL Small Starburst	1
MAGNA/STERLING Starburst	1
MONARCH Starburst	1
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POS

In addition to the POS kits shipped directly to all retail outlets, quantities of POS to provide retail support will be available as well.

Our number one priority at retail during the rollback period is effective communication of price points on all RJR products. Parity with competitive price communication is the goal.

Items are being made available as follows and will be drop shipped to arrive in division offices by August 6. Items showing commodity numbers have residual quantities available for open order effective August 9, 1993.

<u>Item</u>	<u>Re-Orderable Commodity #</u>	<u># Per SKU</u>	<u># SKUs Per Assignment</u>
<u>Full-Price</u>			
Small Starburst	-	100	10
Wobbler	-	100	10
Large Starburst	432163	100	1
Large Paster	432218	100	1
Small Paster	432229	100	1
A Frame Standee	-	5	5
6' x 3' Banner	-	20	1
24" Pkg Merch Card	432240	50	2
Ceiling Dangler	-	50	1
DBRC	432196	100	1
<u>Savings</u>			
D/M/S 19" Canopy Card	417122	25	3
D/M/S Large PPD Card	417133	100	1
DORAL Large PPD Card	417144	100	1
DORAL Small PPD Card	417166	100	1
DORAL Large Paster	417210	25	2
DORAL 24" Pkg Mdsr Card	417265	25	2
DORAL Ext Lg PPD Card	417177	25	1

Additional Savings POS available for order August 6, 1993:

<u>Item</u>	<u>Commodity #</u>	<u># Per SKU</u>
DORAL Static Cling Pricer	417232	50
STERLING Static Cling Pricer	417375	50
DORAL/MAGNA/STERLING Large Paster	417221	25

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J-49-G

July 27, 1993

To Our Customers:

In order for you to make an orderly transition to our new list prices effective with shipments August 9, 1993, this communication is intended to provide you further information regarding our plans.

- Inventory Price Adjustment Program

- An RJR Representative will contact you to make arrangements to take a complete physical on-hand inventory on either Thursday, August 5, 1993, or Friday, August 6, 1993.
- Inventory will be taken at each respective RJR direct buying customer ship-to address (stamping location) only. If RJR product is not located at the ship-to location address on August 5 or 6, the product will not be considered as part of the inventory count.
- The following RJR product will not be inventoried for payment:
 - * WINSTON \$4.00 off invoice product
 - * VANTAGE \$5.00 off invoice Convertible Box product
 - * SALEM Gold \$5.00 off invoice product
 - Gratis portion of any Buy-Some-Get-Some-Free product
- * This product will continue to be invoiced at the current promotional list price after August 9, 1993 while supplies last.
- Only full cartons of RJR product packed within normal RJR cartons and cases will be inventoried (no loose packs).

- Retail Inventory Price Adjustment

- Below is a copy of the letter mailed to all retail customers on our files.
- This letter does not recommend a specific date for any pricing or adjustments, and it is our intent that retailers consult with you in determining their inventory and price management during this transitional period.

- Returned Goods Reminder

- In dealings with your customers, please remember that we only provide credit for returned goods that are damaged or become out of date in the normal course of business.
- We reserve the right to limit returned goods to an amount consistent with your historical average of returned goods. Quantities judged to be excessive will not be accepted. Please encourage your retailers to sell through all saleable product to consumers.

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- WINSTON Summer Promotion

- We will extend the ship date for all WINSTON \$4.00 off promotional product past August 4, 1993, until such time that quantities have been depleted from our public warehouses.
- Any product shipped on or after August 9, 1993, will continue to be invoiced at the current list price. In addition, you will continue to receive the \$6.00 per 12M case allowance on all cases purchased.
- This promotional product continues to remain more profitable to you than non-promoted WINSTON product purchased after the August 9, 1993 list price reduction.
- At the same time, our consumers will receive the price savings on the WINSTON promoted product.

Thank you for your cooperation in the marketing of our products.

R. J. Reynolds Tobacco Company

S-3

51854 1514

July 28, 1993

To Our Retail Customers:

Effective with shipments to all our direct buying customers on Monday, August 9, 1993, the list prices for the following RJR brands will be reduced.

<u>Premium Brands</u>		<u>Discount Brands</u>
WINSTON	MORE	DORAL
SALEM	NOW	STERLING
CAMEL	CENTURY	MAGNA
VANTAGE		

IMPORTANT NOTE: Specially marked WINSTON \$4.00/\$.40 off product and other specially marked discount/sniped promotional product will not be further reduced as these already reflect a promotional price reduction. We will maintain current pricing on WINSTON \$4.00/\$.40 specially marked product while these promotional supplies last. Contact your cigarette supplier for availability and additional information. By maintaining your inventories on WINSTON \$4.00/\$.40 specially marked product and other specially marked product, you can continue to offer to your consumers a low price on these brands.

Our new pricing effectively creates two price tiers for our products, premium and discount. All brand styles within each pricing tier (regular/King/100/120) will be priced the same. We suggest that you consult with your cigarette supplier or chain headquarters for complete details of price changes that may have resulted from our announcement.

It is recommended that you sell through on-hand higher priced inventories prior to rolling back your retail prices to consumers. We also suggest you reset your price for all brand styles in the premium and discount categories at one time, thereby eliminating confusion for both store personnel and customers. Instead of trying to target a certain date, our objective is that you have maximum flexibility in resetting your prices as most appropriate for you based upon your store's inventory situation.

We will not offer a retail participation/inventory protection program. Each retailer is in the best position to tailor its pricing strategies to fit its particular inventory levels, and it would be extremely difficult for us to audit the inventory of over 300,000 retail outlets and offer a fair reconciliation of on-hand inventory.

During the week of August 2, 1993, you will receive rollback point-of-sale materials to use in communicating your new lower prices to your customers.

Thank you for your assistance in the marketing of our products.

R. J. Reynolds Tobacco Company

51854 1515

August 2, 1993

To Our Retail Customers:

Effective with shipments to all our direct buying customers on Monday, August 9, 1993, the list prices for the following RJR premium brands will be reduced.

Premium Brands:

WINSTON
VANTAGE
CENTURY

SALEM
MORE

CAMEL
NOW

Also effective with shipments on Monday, August 9, 1993, the list prices for the following RJR discount brands will be reduced.

Branded Discount:

DORAL

STERLING

MAGNA

We suggest that you consult with your cigarette supplier or chain headquarters for complete details of price changes which may result from our announcement.

We expect that the news media coverage of this action will generate a significant consumer awareness of our new pricing and an opportunity for increased sales of our cigarette brands in your store.

To help you in communicating to your customers, enclosed are point-of-sale materials to assist you in the announcement of your new RJR cigarette prices. The point-of-sale kit includes the following pieces:

<u>Item</u>	<u># Per Kit</u>
Full-Price Large Vertical Paster	1
Full-Price Small Vertical Paster	1
WINSTON/CAMEL Starburst	1
Savings Large Vertical Paster	1
DORAL Small Starburst	1
MAGNA/STERLING Starburst	1
MONARCH Starburst	1
Total	<u>7</u>

Thank you for your assistance in the marketing of our products.

R. J. Reynolds Tobacco Company

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DM-77-G

July 28, 1993

TO ALL DIVISION MANAGERS

SUBJECT: Winston SELECT Wave II Promotion

We are pleased to announce continued support behind the Winston SELECT family beyond the Buy-One-Get-One Free introductory promotion. Following the depletion of your direct accounts' allocations of SELECT B5G5F/B1G1F product, the SELECT family will transition to a sniped \$2.00/20¢ off proposition. This \$2.00/20¢ Winston SELECT product is the second wave of promotion that will ensure continued momentum following the B5G5F/B1G1F promotion.

The positioning and strategy for the SELECT family remains consistent with the B5G5F/B1G1F introduction plan. The SELECT line offers products with key competitive appeal and a taste different from the Base Winston line of products. The ongoing support of SELECT Full Flavor and Lights will promote repeat trial and conversion on SELECT offering adult competitive smokers a mainstream product they like with a price advantage over their usual full-price brand choice.

COVERAGE OBJECTIVES

Coverage of direct, chain and retail accounts should take place during late July and August to explain SELECT's new ongoing offer.

Obviously, inventories of the current SELECT B5G5F allocations must be monitored to ensure timely coverage of accounts needing the new product information as certain accounts will run out of B5/B1 product earlier than others.

DISTRIBUTION OBJECTIVES

Consistent with the SELECT introductory plan, the objective is to achieve maximum distribution levels on all SELECT family styles deemed appropriate for each call.

RETAIL STRATEGIES

Accounts should transition to the SELECT ongoing \$2.00/20¢ off product following their depletion of B5G5F/B1G1F product inventories.

Additional guidelines remain consistent:

- Since only promotional SELECT product following the B5G5F/B1G1F is available, usage of existing platforms to promote SELECT should be consistent with ICAP guidelines.
- Emphasis should be placed on utilizing SELECT semi-permanent and temporary displays that were initially placed during the B5G5F/B1G1F launch.
- The \$2.00/20¢ SELECT product will be the only SELECT product available following the B5G5F/B1G1F for this second wave of promotion. Obviously, it will be important to provide warehouse order numbers to retail accounts to ensure continuous product availability at retail.

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MERCHANDISING STRATEGIES

The SELECT introductory merchandising strategies were designed to provide sustained effort behind SELECT styles throughout 1993. Refer to the SELECT introduction Fact Book for merchandising strategies on SELECT \$2.00/20¢ product as well.

RETAIL SUPPORT

Display

The semi-permanent floor base, the temporary floor base and the semi-permanent counter displays remain available to support this second wave of promotion. Budgets originally allocated to you by your Regional Manager/Sales Area will enable free standing displays throughout 1993.

Details on SIS reporting are on P. 20-21 of the introductory Fact Book.

POS

Communication of the \$2.00/20¢ SELECT offer is a key priority at retail. A few of the original introductory B5G5F/B1G1F work plan items were produced with the B5/B1 message only. These obviously need to be replaced once the new promotion is available at retail. Keep in mind that paper P.O.S. for the B1G1F was printed dual sided to enable quick turnaround in the event buysomes sell through prior to Sales Reps contacting stores. To assist in further communicating the new promotion, the following support materials are being provided for your use.

Workplan POS

Will be available in Lentz for field order (as opposed to traditional drop shipping) by August 18.

Items: (With Pricing Areas)	Commodity No.	Quantity Per SKU
7-Eleven Display Strip	418673	50
24" Package Merchandiser Card	418596	25
28" Canopy Card	418926	25
Large Paster	418871	50
Flex Side Card	418585	25
19" Canopy Card	418563	25

Promotional POS

Six key pieces of promotional POS will enable communication of the new \$2.00/20¢ offer. Promotional POS will be in Lentz available for field sales order by August 9.

Item	Commodity No.	Quantity Per SKU	SKU's Per Rep
Change Mat (w/Pricing Area)	423128	25	2
Security Glass Arrow Decals(\$2.00)	423095	30	1
Dump Bin Riser Card (w/Pricing Area)	423084	25	2
Small Starburst* (w/Pricing Area)	423106	100	1
Large Starburst* (w/Pricing Area)	423106	100	1
Wobblers* (w/Pricing Area)	423106	100	1

* Small starburst, large starburst and wobblers will be packed together in one SKU.

Display Replacement Kit

To ease transition of display materials to the \$2.00/20¢ offer, a display replacement kit containing four items will be available for order August 9. Kits should be ordered in their entirety under one commodity code number to convert displays placed during the B5/B1 DTS.

Quantities of kits were determined by allocating one kit per sales representative plus 5 additional kits per division office to cover part-timers or additional need.

Any kits not ordered by September 10 will be pulled back to national for open order beginning the week of September 13.

Item	Commodity No.	Quantity Per Kit	SKU's Per Rep
Semi-Permanent Floorbase Card	423117	30	1
Semi-Permanent Floorbase Side Card Decals	423117	60	1
Semi-Permanent Counter Unit Decal	423117	50	1
Temporary Counter Unit Riser Card	423117	50	1

DIRECT ACCOUNT INFORMATION

The intent of the \$2.00/20¢ off promotion is to transition immediately following a direct account's allocation of the SELECT B5G5F/B1G1F product. Direct accounts should be monitored closely to ensure the \$2.00/20¢ off SELECT product is ordered once the accounts B5G5F/B1G1F allocations are depleted.

The direct customer letter (copy attached) will be mailed to direct accounts on 8/2/93. It may be necessary to contact accounts prior to 8/2 if their B5G5F/B1G1F allocations are close to being depleted.

1ST AVAILABLE SHIP DATE: - 8/9/93 for NASA Direct Accounts
- 8/16/93 for Balance of U.S.

Direct Account Terms

- Since the SELECT \$2.00/20¢ off product will be the only available product to direct accounts, no promotional allowances will be available.
- Product will be invoiced at \$2.00 less per carton than our new full price list.
 - \$43.95 per thousand
 - \$ 8.79 per carton
- The standard 3-1/4% discount will apply.

Allocations

- There are no allocations on this \$2.00 product. Direct Accounts should order based on their needs to supply retail.

Ordering Procedures

- Direct accounts should order the product as they do all other RJR product:
 1. Identify order with RJR Customer Services as "# cases Winston SELECT" by style

-or-

2. Identify order with RJR Customer Services by UPC case code.

PRODUCT INFORMATION

Configuration	Dimensions and Weights					
	UPC	Length (In.)	Width (In.)	Height (In.)	Cube Ft ³	Weight
FF83 Box						
Pack	12300 20490	2.2047	0.9055	3.4055		
Carton	12300 20491	11.1250	1.8750	3.4375		10.13 oz.
Case (6M)	12300 20492	17.3750	11.3125	11.1250	1.265	19.8 lb.
FF85 Soft Pack						
Pack	12300 20487	2.0625	0.8438	3.3750		
Carton	12300 20488	10.6250	1.7813	3.4375		8.67 oz.
Case (6M)	12300 20489	17.6250	11.0625	11.1250	1.255	16.0 lb.
LT83 Box						
Pack	12300 20496	2.2047	0.9055	3.4055		
Carton	12300 20497	11.1250	1.8750	3.4375		10.13 oz.
Case (6M)	12300 20498	17.3750	11.3125	11.1250	1.265	19.8 lb.
LT85 Soft Pack						
Pack	12300 20493	2.0625	0.8438	3.3750		
Carton	12300 20494	10.6250	1.7813	3.4375		8.67 oz.
Case (6M)	12300 20495	17.6250	11.0625	11.1250	1.255	16.0 lb.
LT100 Soft Pack						
Pack	12300 20550	2.0625	0.8438	4.0000		
Carton	12300 20551	10.6250	1.7813	4.0313		10.13 oz.
Case (6M)	12300 20552	20.5625	11.0625	11.1250	1.464	21.0 lb.
Slim LT 100 Box						
Pack	12300 20556	2.0938	0.8438	3.9688		
Carton	12300 20557	10.5000	1.7813	4.0313		10.27 oz.
Case (6M)	12300 20558	20.8875	11.0625	11.0625	1.465	20.5 lb.

PROGRAM CONTACT: Bill Duffy - Ext. 5776

R. J. REYNOLDS TOBACCO COMPANY

M-4

Attachment

Winston SELECT \$2.00-Off
Direct Account Fact Sheet

Winston SELECT Wave II Promotion Program

- A second wave of promotion on all six Winston SELECT styles will be provided following the Buy-One-Get-One-Free/Buy-Five-Get-Five-Free introduction via \$2.00 off cartons and 20¢ off packs sniped on the packaging.
- SELECT \$2.00/20¢ product will be invoiced at \$2.00 less than regular list price:

- \$43.95 per thousand
- The \$2.00/20¢ SELECT product is the *only* product available for order following depletion of your Buy-One-Get-One/Buy-Five-Get-Five allocation.
- In-store materials will aggressively promote SELECT's \$2.00/20¢ promotion.

Product UPC's/Dimensions

Configuration	Dimensions and Weights					
	UPC	Length (In.)	Width (In.)	Height (In.)	Cube Ft ³	Weight
<u>FF83 Box</u>						
Pack	12300 20490	2.2047	0.9055	3.4055		
Carton	12300 20491	11.1250	1.8750	3.4375		10.13 oz.
Case (6M)	12300 20492	17.3750	11.3125	11.1250	1.265	19.8 lb.
<u>FF85 Soft Pack</u>						
Pack	12300 20487	2.0625	0.8438	3.3750		
Carton	12300 20488	10.6250	1.7813	3.4375		8.67 oz.
Case (6M)	12300 20489	17.6250	11.0625	11.1250	1.255	16.0 lb.
<u>LT83 Box</u>						
Pack	12300 20496	2.2047	0.9055	3.4055		
Carton	12300 20497	11.1250	1.8750	3.4375		10.13 oz.
Case (6M)	12300 20498	17.3750	11.3125	11.1250	1.265	19.8 lb.
<u>LT85 Soft Pack</u>						
Pack	12300 20493	2.0625	0.8438	3.3750		
Carton	12300 20494	10.6250	1.7813	3.4375		8.67 oz.
Case (6M)	12300 20495	17.6250	11.0625	11.1250	1.255	16.0 lb.
<u>LT100 Soft Pack</u>						
Pack	12300 20550	2.0625	0.8438	4.0000		
Carton	12300 20551	10.6250	1.7813	4.0313		10.13 oz.
Case (6M)	12300 20552	20.5625	11.0625	11.1250	1.464	21.0 lb.
<u>Slim LT 100 Box</u>						
Pack	12300 20556	2.0938	0.8438	3.9688		
Carton	12300 20557	10.5000	1.7813	4.0313		10.27 oz.
Case (6M)	12300 20558	20.6875	11.0625	11.0625	1.465	20.5 lb.

Draft To Be Mailed 8/9/93

To Our Customers

- Announcing -

Winston SELECT \$2.00 Off Carton/20¢ Off Pack Promotion

To continue support behind the introduction of Winston SELECT Lights and the relaunch of Winston SELECT Full Flavor, we are pleased to announce a second wave of promotion on all SELECT styles.

Following complete shipment of your allocation of Buy-Five-Get-Five-Free SELECT product, all Winston SELECT product will be shipped as a \$2.00 off per carton/20¢ off per pack proposition. All Buy-Five-Get-Five-Free Winston SELECT product should be sold to retail prior to ordering the new \$2.00/20¢ off product. Each Winston SELECT promotional carton will be identified with a \$2.00 off per carton snipe and packs will be sniped 20¢ off as well. Only \$2.00 off/20¢ off Winston SELECT product will be available for order during this second promotion once your Buy-Five-Get-Five-Free allocations have been depleted.

Ordering Procedures

Ordering Winston SELECT promotional product can be accomplished using one of the following methods:

1. Identify order with RJR Customer Services as "# Cases Winston SELECT \$2.00 off" by style

- or -

2. Identify order with RJR Customer Services by UPC case code found in the Product Information section of this letter.

Note: It is not necessary to place separate Winston SELECT orders. Orders for SELECT can be placed with your normal orders.

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Product UPC's/Dimensions

Configuration	Dimensions and Weights					
	UPC	Length (In.)	Width (In.)	Height (In.)	Cube Ft ³	Weight
<u>FF83 Box</u>						
Pack	12300 20490	2.2047	0.9055	3.4055		
Carton	12300 20491	11.1250	1.8750	3.4375		10.13 oz.
Case (6M)	12300 20492	17.3750	11.3125	11.1250	1.265	19.8 lb.
<u>FF85 Soft Pack</u>						
Pack	12300 20487	2.0625	0.8438	3.3750		
Carton	12300 20488	10.6250	1.7813	3.4375		8.67 oz.
Case (6M)	12300 20489	17.6250	11.0625	11.1250	1.255	16.0 lb.
<u>LT83 Box</u>						
Pack	12300 20496	2.2047	0.9055	3.4055		
Carton	12300 20497	11.1250	1.8750	3.4375		10.13 oz.
Case (6M)	12300 20498	17.3750	11.3125	11.1250	1.265	19.8 lb.
<u>LT85 Soft Pack</u>						
Pack	12300 20493	2.0625	0.8438	3.3750		
Carton	12300 20494	10.6250	1.7813	3.4375		8.67 oz.
Case (6M)	12300 20495	17.6250	11.0625	11.1250	1.255	16.0 lb.
<u>LT100 Soft Pack</u>						
Pack	12300 20550	2.0625	0.8438	4.0000		
Carton	12300 20551	10.6250	1.7813	4.0313		10.13 oz.
Case (6M)	12300 20552	20.5625	11.0625	11.1250	1.464	21.0 lb.
<u>Slim LT 100 Box</u>						
Pack	12300 20556	2.0938	0.8438	3.9688		
Carton	12300 20557	10.5000	1.7813	4.0313		10.27 oz.
Case (6M)	12300 20558	20.6875	11.0625	11.0625	1.465	20.5 lb.

Availability

- First available ship date for new Winston SELECT \$2.00 off/20¢ off is 8/16/93.
- * Allocations of Buy-Five-Get-Five-Free SELECT product should be sold to retail prior to shipment of the \$2.00/20¢ off product.

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Pricing

This promotional product will be available in 6M cases and will be invoiced at a list price which reflects the \$2.00 adjustment per carton.

Winston SELECT product will be invoiced as follows:

Winston SELECT	
King Size & 100's"	\$43.95 per Thousand

All list prices are subject to change at any time.

Terms

All cases of Winston SELECT ordered will carry our standard payment terms.

All orders are subject to acceptance by our company and only in accordance with the terms set forth herein in our list price or on invoice. An RJR local Field Representative will contact you to explain additional details on this promotion.

Thank you for your support in the marketing of our brands. You can depend on RJR for brands that sell.

R. J. REYNOLDS TOBACCO COMPANY

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